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Department of Trade

Government
Publications

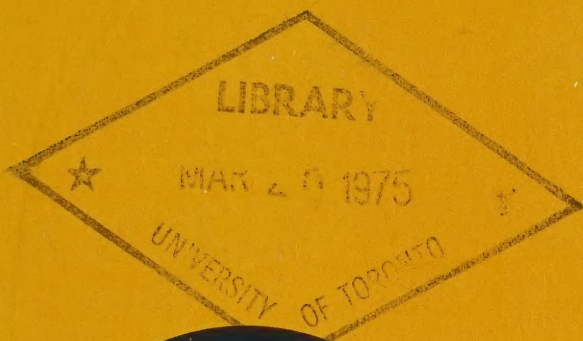
Publication

TRADE SERVICES

16-17



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Ministry of Industry and Tourism
Ontario/Canada

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W. A. (Bill) Fowler
Executive Director
Division of Trade
Ministry of Industry and
Tourism



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The important contribution of manufacturing and its support industries to the economic health of Ontario is a reality that we in government recognize and appreciate to the fullest extent. In return we offer you all the support and co-operation we can for the purpose of maintaining a healthy, vigorous climate for marketing and manufacturing within our Province.

The Division of Trade of my Ministry has a very clear-cut and down-to-earth objective: to assist you, as Ontario businessmen, in marketing your products and services successfully, both in Canada and internationally.

Our Division of Trade is divided, for maximum effectiveness, into three general categories:

Domestic Marketing;
International Marketing;
and Trade Research.

Each branch exists to help provide you with support in one particular area of your operations – within Canada and internationally. To accomplish this, the branches are staffed by consultants and economists with practical experience in the real world of business, as well as having professional and academic qualifications.

Our aim is to provide meaningful assistance to you by thorough problem-analysis and by the formulation of workable programs that you can apply in a realistic way to your own marketing and manufacturing activities.

The information contained in this booklet is for your use. Your local Ministry field office will be pleased to arrange a meeting with our marketing consultants.

Claude Bennett
Minister

domestic marketing branch

assists Ontario businesses in obtaining maximum sales in the domestic market place.

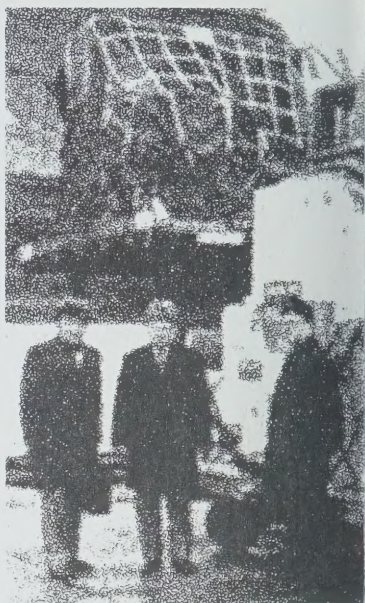
The businessman can obtain this assistance through one or other of the Branch's two commodity sections: Industrial Marketing and Consumer Marketing – depending on the nature of the product and its users.

The Domestic Marketing Branch shares with the Ontario businessman the goal of obtaining maximum sales in the domestic market place.

Management of Ontario companies are provided with the following reliable sources of current marketing opportunities and programs that are designed to assist companies to be more competitive in the domestic market:

Consultation. Our experienced marketing consultants who specialize in different commodity sectors are available for assistance to Ontario businessmen in developing marketing plans and strategy for products and services.

Distribution. Distributors and sales agents throughout Canada will be introduced to Ontario manufacturers who wish to expand their sales coverage.



Trade Shows. Assistance and advice is available regarding participation in trade exhibitions throughout Canada, with the object of developing full national marketing potentials. Information services on exhibit space, freight handling and product display are provided upon request.

Publications. The Marketing Opportunities Bulletin lists incoming buyers, agents and distributors seeking Ontario products; opportunities to compete with imported products; licensing and joint venture possibilities; capital projects and major contracts within Canada.

The Trade and Export Journal provides case histories, success stories, news items and a calendar of coming events.



Economic Factors. The Domestic Marketing Branch maintains a constant awareness of economic trends in Canada, by commodity sectors, through the intensive study of all financial and trade newspapers and journals and a close working relationship with trade associations and the business community. This information and knowledge is available to businessmen through the Ministry's marketing consultants.

Manufacturing Expansion. Special assistance is offered to Ontario companies wishing to establish licensing arrangements or joint ventures in other provinces.

Sourcing Ontario Products. Information on products and components made in Ontario is available to assist in locating Ontario sources of supply.

Forums and Conferences.

You are invited to attend these events throughout the year in various Ontario centres, where we will exchange market information and discuss effective marketing techniques. Subjects include market research, planning, forecasts, pricing, packaging, distribution, advertising and sales promotion.

Awards Programs. The "Eedee" and "Trillium"

Awards programs have been developed to provide public recognition and buyer approval for innovative design and marketing success intended to improve the potential sales position in Canada and the international markets for Ontario manufacturers.

international marketing branch

assists and guides Ontario companies in exporting their products and services.

The Branch is divided into three sections:

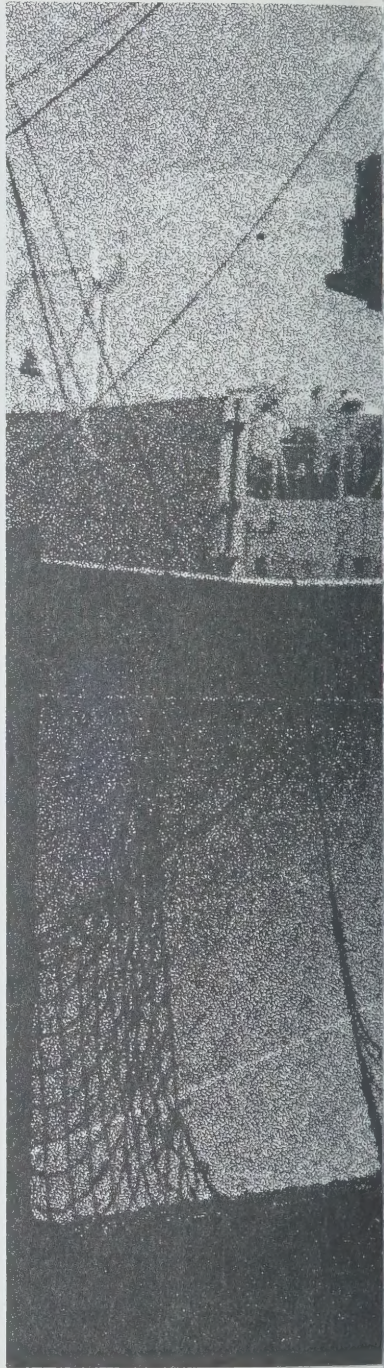
Europe, East and West;

Western Hemisphere;

Pacific, Asia and Africa.

Close liaison is maintained with the Ministry of Agriculture and the Ministry of Natural Resources.

The Ontario businessman can call upon the International Marketing Branch to provide assistance, guidance and expertise in international marketing techniques, to analyze international markets and to plan sales targets for individual geographic areas. The Branch maintains contact with the international business world through a network of 15 offices located in key centres throughout the Americas, Europe, and Japan, and elsewhere through liaison with government agencies, Federal Trade Commissioners abroad, commercial representatives of foreign countries, industry and trade associations. The following programs and services are offered to Ontario companies to assist them in developing or expanding their export business profitably.





Trade Missions. Ontario manufacturers are invited to participate in organized Trade Missions to various major markets abroad. Advance arrangements are made for productive meetings with prospective agents, distributors and end-users.

Manufacturing Abroad. Certain Missions are specifically oriented towards assisting Ontario companies in the expansion of their interests abroad, through the establishment of licensing arrangements, joint ventures and branch plants where export from Ontario is not feasible.

Foreign Offices. The marketing specialists at all of our foreign offices will be happy to arrange meetings for Ontario businessmen, with prospective agents and buyers.

Incoming Buyers Program. Arrangements are made by the International Branch for carefully selected buyers, agents and distributors from major world markets to visit the Province to meet face-to-face with Ontario companies and negotiate sales agreements. Complete itineraries are planned in advance to ensure effective contacts between Ontario businessmen and their foreign visitors.

international marketing branch

International Exhibitions Program.

Comprehensive assistance is provided to Ontario manufacturers to encourage them to display their products at appropriate international exhibitions. This assistance covers the shipping of products to the exhibition site, sales promotion in the appropriate media and the rental of display space.

Consortia. Ontario manufacturers are encouraged to take part in consortia where these will promote the successful marketing of a range of complementary products, or where they make it possible for a group to bid on a major capital project.

Forums and Conferences.

Export seminars are held to assist Ontario manufacturers in matters of export techniques and growth opportunities. Subjects include: foreign markets; export procedures and documentation; financial assistance programs; manufacturing abroad — plant establishment, joint ventures, licensing; consortia sales organizations.

Financial Advice. Ontario companies requiring financial assistance to export their products are guided to the appropriate lending institution or government agency.





provides analysis and information on commodities and markets for the Ontario businessman.

The Branch divides its analytical program into two sections:

Domestic Trade Analysis;

Foreign Trade Analysis.

The function of this Branch is to provide statistical data and economic analysis in depth, of foreign and domestic markets, in order that forward planning by the business community may be enhanced by accurate background information. The Branch is also a source of economic intelligence for other government departments. It assesses current market conditions and undertakes research into the future development of world markets on the basis of 3-5 year projections.

Access to the statistical and analytical data assembled by the Foreign Market Section of the Branch has been found to be of great practical benefit to small and medium-size Ontario manufacturers for whom the maintenance of their own research department is not economically feasible.

The following services and publications are available:

Foreign Market Surveys by Countries. These surveys analyze the economic and trade environments of specific countries with the object of revealing export opportunities for Ontario manufacturers.

Foreign Market Surveys by Commodities. These studies analyze the economic factors in foreign markets with reference to a particular product or range of products, organizing important data required for intelligent export planning.

Domestic Market Surveys.

These surveys analyze imports of manufactured end products into Canada to guide Ontario manufacturers in identifying opportunities for increased domestic sales.

Statistics for Profit. This annual publication is designed to assist Ontario businessmen in assessing both the export and the domestic market potential, identifying their position within those markets and developing achievable plans for growth.

Ontario Exports by Countries and Commodities. This indicates the trend of Ontario exports and suggests possibilities for expanded markets and additional products.

General information is made available to Ontario businessmen on such subjects as:

- Tariff and non-tariff barriers
- Anti-dumping regulations
- GATT and OECD
- Trade blocs
- Government purchasing policies
- Monetary policies
- Multi-national corporations
- Export financing

small business operations

acts as a network of contact points between the businessman and the specialized services of the Ministry.

FIELD OFFICES – ONTARIO

Central East Ontario

Fairview Office

Suite 480
5 Fairview Mall Drive
WILLOWDALE, Ontario
M2J 2Z1
Telephone: (416) 491-7680

Orillia

2nd floor, Sterling Trust Bldg.
73 Mississauga Street East
P.O. Box 488
ORILLIA, Ontario
Telephone: (705) 325-1363

Huntsville

Box 1410
15 Main Street East
HUNTSVILLE, Ontario
P0A 1K0
Telephone: (705) 789-4448

Peterborough

Box 386
139 George Street North
PETERBOROUGH, Ontario
K9J 6Z3
Telephone: (705) 742-3459

Barrie

Highway #400
BARRIE, Ontario
L4M 4T5
Telephone: (705) 726-0932

FIELD OFFICES – ONTARIO

Central West Ontario

Kitchener

305 King Street West
KITCHENER, Ontario
N2G 1B9
Telephone: (519) 742-8301

St. Catharines

Garden City Skyway
ST. CATHARINES, Ontario
L2R 3H7
Telephone: (416) 682-8373

FIELD OFFICES – ONTARIO

Eastern Ontario

Ottawa

Suite 1100
1 Nicholas Street
OTTAWA, Ontario
K1N 7B7
Telephone: (613) 237-6280

Arnprior

Box 308
146 John Street North
ARNPRIOR, Ontario
K7S 2N7
Telephone: (613) 623-3153

Brockville

143 Parkdale Avenue
BROCKVILLE, Ontario
Telephone: (613) 342-5522

Kingston

4th floor, Princess Anne Bldg
797 Princess Street
KINGSTON, Ontario
K7L 1G1
Telephone: (823) 546-0174



FIELD OFFICES – ONTARIO

Northeastern Ontario

Sudbury

767 Barrydowne Road
SUDBURY, Ontario
P3A 3T6
Telephone: (705) 560-1330

North Bay

Northgate Shopping Centre
1500 Fisher Street
P.O. Box 885
NORTH BAY, Ontario
P1B 8K1
Telephone: (705) 472-9660

Timmins

261 Third Avenue
TIMMINS, Ontario
P4N 1E2
Telephone: (705) 264-5393

Sault Ste. Marie

120 Huron Street
P.O. Box 1196
SAULT STE. MARIE, Ontario
P6A 5N7
Telephone: (705) 253-1103

FIELD OFFICES – ONTARIO

Northwestern Ontario

Thunder Bay

3rd floor, Twin City Gas Bldg.
135 N. Syndicate Avenue
THUNDER BAY, Ontario
P7C 3V9
Telephone: (807) 623-9501

Kenora

808 Robertson Street
KENORA, Ontario
P9N 3X4
Telephone: (807) 468-7622

Fort Frances

283 Church Street
P.O. Box 815
FORT FRANCES, Ontario
P9A 3N1
Telephone: (807) 274-3250

FIELD OFFICES – ONTARIO

Southwestern Ontario

London

Suite 607
195 Dufferin Street
LONDON, Ontario
N6A 1K7
Telephone: (519) 433-8105

Owen Sound

P.O. Box 485
Suite 104
1131 Second Avenue East
OWEN SOUND, Ontario
N4K 5P7
Telephone: (519) 376-3875

Windsor

Suite 206
875 Ouellette Avenue
WINDSOR, Ontario
Telephone: (519) 252-3475

NEW ADDRESS

Ottawa

Suite 900
220 Laurier Ave. West
OTTAWA, Ontario
K1P 5J8
Telephone: (613) 237-6280
Eastern Ontario Development
Corporation is also at this
address
Telephone: (613) 237-6299

small business operations

FIELD OFFICES – INTERNATIONAL Overseas Branch

Brussels, Belgium

Government of
Ontario/Canada
24 Avenue des Arts
1040 Brussels, Belgium
Telephone: (511-63-23)
Cable Address: Ontaribrus

Frankfurt, Germany

Government of
Ontario/Canada
Bockenheimer Landstrasse
51/53
6000 Frankfurt/Main,
Germany
Telephone: 72-80-44
Cable Address: Ontarifrank
Telex: 416176 Onfra

Milan, Italy

Government of
Ontario/Canada
Via Senato 7
20121 Milan, Italy
Telephone: 781-162
Cable Address: Ontarimil

Stockholm, Sweden

Government of
Ontario/Canada
Strandvagen 7B
Stockholm, Sweden 11456
Telephone: 61-19-00
Cable Address: Ontariholm

Tokyo, Japan

Government of
Ontario/Canada
World Trade Centre Building
Room 1219
4-1, Hamamatsu-cho
2-chome
Minato-ku
Tokyo 105, Japan
Telephone: 436-4355
Cable Address: Ontaritok

Vienna, Austria

Government of
Ontario/Canada
Gigergasse 1
Vienna 1030, Austria
Telephone: 735-782
Cable Address: Ontarivien
Telex: 01-3014 Onvie

London, England

ONTARIO HOUSE
Government of
Ontario/Canada
Ontario House
Charles II Street
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Telephone: 01-930-6404
Cable Address: Ontarilon
Telex: 51-262517



FIELD OFFICES – INTERNATIONAL Americas Branch Boston

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Ontario/Canada
Suite 500
545 Boylston Street
BOSTON, Massachusetts
02116
Telephone: (617) 247-2087

Chicago

Government of
Ontario/Canada
Suite 1306
233 North Michigan Avenue
CHICAGO, Illinois 60601
Telephone: (312) 565-0858

Cleveland

Government of
Ontario/Canada
Suite 726
Diamond Shamrock Building
1100 Superior Avenue
CLEVELAND, Ohio 44114
Telephone: (216) 696-7350

Los Angeles

Government of
Ontario/Canada
Suite 1001
606 South Olive Street
LOS ANGELES, California
90014
Telephone: (213) 627-3531

Mexico City, Mexico

Government of
Ontario/Canada
Paseo de la Reforma 382 – 4°
Piso
MEXICO 6, D.F., Mexico
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5-25-83-41
5-28-99-14

Minneapolis/St. Paul

Government of
Ontario/Canada
Chamber of Commerce
Building
Suite 1256
15 South 5th Street
MINNEAPOLIS, Minnesota
55402
Telephone: (612) 339-1800

New York

Government of
Ontario/Canada
Suite 1080
1251 Avenue of the Americas
NEW YORK, New York 10020
Telephone: (212) 247-2744

Sao Paulo, Brazil

Rua Augusta 1371
Sobreloja 18
SAO PAULO 01305
Brazil
Telephone: 288-4100
Cable Address: Augustaserv

For Further Information:

Please contact:
Ministry of Industry and
Tourism
Division of Trade
Telephone: (416) 965-5701

financial services

THE DEVELOPMENT CORPORATIONS IN ONTARIO

Ontario has three Development Corporations, the Northern Ontario Development Corporation, the Eastern Ontario Development Corporation and the Ontario Development Corporation, each serving a separate part of the Province.

Export Support Loans provide short and medium term financing for the production, warehousing and sale of consumer and capital goods for export.

For Further Information:

Please contact:

Ontario Development Corporation Toronto

Mowat Block, Queen's Park
TORONTO, Ontario M7A 1T5
Telephone no. (416) 965-4622

Orillia

Sterling Trust Building
73 Mississauga St. East
ORILLIA, Ontario L3V 1V4
Telephone no. (705) 325-5553

London

195 Dufferin Street
6th floor
LONDON, Ontario N6A 1K7
Telephone no. (519) 433-2871

Northern Ontario Development Corporation Thunder Bay

134 South May Street
THUNDER BAY, Ontario
P7E 1B3
Telephone no. (807) 623-2700

Sudbury

767 Barrydowne Road
SUDBURY, Ontario P3A 3T6
Telephone no. (705) 560-1420

Timmins

Patricia Block
261 Third Avenue
TIMMINS, Ontario P4N 1E2
Telephone no. (705) 264-1320

Eastern Ontario Development Corporation Ottawa

1 Nicholas Street,
Suite 1100
OTTAWA, Ontario K1N 7B7
Telephone no. (613) 237-6290

Kingston

797 Princess Street
KINGSTON, Ontario K7L 1G1
Telephone no. (613) 546-3100
or the Ministry field office in
your area.



Other Ministry Services:

Division of Industry

Telephone: (416) 965-5834

Division of Tourism

Telephone: (416) 965-4014



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Tourism

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Claude Bennett,
Minister
Fred J. Pillgrem,
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